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OUR WORLD IS BUILT ON PARTNERSHIP.



Boeing and Alenia Aeronautica of Italy are at work again. Long-standing partners, the two companies are currently collaborating on composite materials technologies being evaluated for the new 7E7. When two minds come together, the ideas are as big as the sky.

 **BOEING®**
Forever New Frontiers

As part of a highly focused advertising campaign directed at members of the European Commission and Parliament, this new ad features Boeing's partnership with Alenia Aeronautica of Italy in developing composite materials technologies. The campaign is designed to establish a collaborative presence for Boeing in Europe.